

As a station of Liberty Corporation localism is a top priority. KPLC-TV has been serving our local community for 50 years and our commitment to our area will continue to be top priority for the next 50 years. KPLC-TV produces five newscasts a day; Morning, Noon, Five, Six and Ten, Monday through Friday. We do a Six and Ten on Saturdays and Ten on Sundays. KPLC also produces four local news and weather updates M-F for local community and weather information specific to a connecting market M-F. We have expanded our morning show over the course of the last 15 years from 30 minutes to 2 hours. We are planning on expanding our Noon News from 30 minutes to 1 hour in 2005. KPLC also produces a 30 minute public service program that airs the first Saturday of every month which covers strickly miniority issues.

We have expanded our KPLCtv.com website to include streaming video taken directly from daily newscast to cover top news stories and daily weather. We offer daily weather, severe weather and news alert emails to residents for free.

Emergency preparedness is important to our community due to a number of petro chemical plants in our area. We participate in a year long education program explaining the alert system set up in our area through news stories and a continued on-air promotion schedule. It's geared toward teaching people what to do when the emergency alert system is activated. We also co-sponsor a contest each year in conjunction with the local Office of Homeland Security and Emergency Preparedness to reaffirm the importance of the alert system and remind viewers of the steps to take. We partner with a local radio station and do morning traffic updates to alert drivers of impending road construction, road closures and accidents to avoid. KPLC also participates in the Amber and EAS alert systems.

Supporting our community through sponsored events is also very important. We work with area hospitals every year to put on Health Fairs, Breast Cancer Education, Colon and Prostate Cancer Screenings which are all free to the public. We work with Big Brothers/Sisters every week to feature children needing adults to partner through a news story, and we also solicit adults to participate in that program through on air promotion.

KPLC created an annual bike ride eight years ago which is geared toward getting families out together. We feature a 12 week training program during our newscast and streamed on KPLCtv.com prior to the ride. The ride offers several routes so as to make it easy to fit all family ages groups. KPLC does not allow alcohol and all money raised from registration fees goes toward supporting Special Olympics. Over the past eight years we have given over \$30,000 to area non-profit groups from the money raised.

KPLC has partnered with a local hospital for the past 15 years to raise money for the Children's Miracle Network Telecast. Through the telecast we raise approximately \$400,000 dollars each year that gets distributed directly to local non-profit agencies in our area that support or put on educational programs for children. In addition, KPLC helps a number of other non-profit agencies each year through co-sponsored events that raises approximately 4.5 million dollars a year for our local community. Some of those agencies include, but are not limited to: Big Brother/Sisters, Women Shelter, Literacy Council, United Way, AUSA Soldier Relief, American Cancer Society, American Re Cross, American Heart Association, School Supply Drives, Arthritis Foundation, Boy Scouts, Wishing Well Program, Children's Museum. We also partner with The American Red Cross, Care Help of Sulphur and National Guard Army to solicit food and toys for area families during the Christmas Holidays. We help over a 1000 families each year.

Liberty Corporation also requires its stations to cover Political issues in a way that is geared toward giving our viewers as much information as possible to make an informed decision when going to the polls. Some of the elements offered FREE to political candidates are as follows:

- 30 minute forum - City Marshall Lake Chares
- 30 minute forum - 3rd Circuit Court of Appeals
- 1 hour forum - U.S. 7th District Congress
- 1 hour forum - U.S. Senate Race

(All aired in primetime and repeated on weekends.)

7News At Noon for four days was devoted entirely to the above mentioned races. Each day covered an individual race with candidate participation.

2:00 minute "In His/Her Own Words" was offered to Local and Federal Candidates to air in streaming video on KPLCtv.com and repeated in local newscast.

Federal Candidates also offerd to send in a scripted summary statement on eight already-chosen issues (each can be any length) which was posted on KPLCtv.com

Local and Federal Candidates can tape a 3:00 minute unedited summary statement to air 1 week prior to election in local newscast and posted on KPLCtv.com

Federal Candidates had the opportunity to have coffee with a cross-section of residents so they can be asked questions about issues concerning them. The "Coffee With The Candidates" segments aired in local newscast.

Some Candidates participated and some didn't.

If any questions arise from the above mentioned material please feel free to call me directly.

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